

**Subject card**

<b>Subject name and code</b>	The analysis of media discourse, PG_00152468						
<b>Field of study</b>	Journalism and Social Communication						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2025/2026		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			Polish none		
<b>Semester of study</b>	3	<b>ECTS credits</b>			3.0		
<b>Learning profile</b>	practical	<b>Assessment form</b>			credit		
<b>Conducting unit</b>	Division of Theory, History and Language of Media -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Michalina Ahmad				
	<b>Teachers</b>		dr Michalina Ahmad				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	30		2.0		43.0	75
<b>Subject objectives</b>	Subject objectives1. To familiarize students with the basic issues of discourse analysis2. To familiarize students with the main discourses present in contemporary media3. Preparing students to independently explore the issues of discourse analysis4. Equipping students with basic competences necessary to perform a media-related profession						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_W02] He/she knows the terminology proper to the discipline of social communication and media studies at an extended level and adapts the conceptual apparatus of related disciplines to it. He/she is aware of the application of this knowledge in professional activities related to the field of study.	Knows at an advanced level terminology in the field of media discourse analysis	[SW2] presentation/project/paper/report
	[DZiKSMU2_W01] The student has an in-depth knowledge of selected facts and phenomena as well as the resulting regularities important from the point of view of media studies.	Has in-depth knowledge of media discourse analysis	[SW2] presentation/project/paper/report
	[DZiKSMU2_K06] He/she is ready to follow the rules of professional ethics related to his/her own work and that of others.	Is ready to follow ethical principles when performing tasks in the field of media discourse analysis	[SK1] oral statement/conversation/discussion
	[DZiKSMU2_U03] He/she is able to formulate and solve research problems including the analysis of the works of other authors, the synthesis of various ideas and views, the selection of methods and construction of research tools, development and presentation of results using advanced information and communication techniques, allowing for original solving of complex problems in the field of social communication sciences and media.	Is able to formulate and solve research problems in the field of media discourse analysis and present the results of his analyzes using various information and communication techniques	[SU5] implementation of a problem task
	[DZiKSMU2_W07] He/she has extended knowledge of the principles and methods of creating messages appropriate for the field of study. He/she is aware of the function and effectiveness of messages and the principles of professional ethics within the framework of the conducted activity.	Is aware of the effectiveness of research tools in the field of media discourse analysis	[SW1] oral statement/conversation/discussion
	[DZiKSMU2_K03] He/she is able to responsibly perform the entrusted tasks, fulfils his/her teamwork obligations, initiates and conducts cooperation with the social environment.	Is able to responsibly perform group and individual tasks in the field of media discourse analysis	[SK2] presentation/project/paper/report
Subject contents	<p>Introduction to the issue of discourse analysis            Weird, weirder, weirdest - drawing the boundaries of magazine discourse by discovering niche titles            From the Big Game to Millionaires - the evolution of the game show            TV formats as a form of domination and attempts to break it            Why do cowboys always play their games at high noon? A thing about film genres            About how John killed Sally in episode 1450 and she took revenge on him a thousand episodes later. What are the benefits of TV series?            A global festival of consumption seen through advertisements broadcast around the holidays            Who is affected by social campaigns?</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	active participation, project	51.0%	100.0%

Recommended reading	Basic literature	A. Duszak, Text, discourse, intercultural communication, Warsaw 1998. Discourse as structure and process, ed. T. van Dijk, transl. G. Grochowski, Warsaw 2001. M. Lisowska-Magdziarz, Text analysis in media discourse, Kraków 2006. H. Jenkins, Culture of Convergence, Warsaw 2007. M. Lister, J. Dovey, S. Giddins, I. Grant, K. Kelly, Nowe Media, Kraków 2009
	Supplementary literature	Ritual chaos. Study of public discourse, ed. A. Piotrowski, S. Kowalski, M. Czyżewski, Warsaw 2010
	eResources addresses	
Example issues/ example questions/ tasks being completed	Prepare access to the system (within the genres provided by the lecturer) that provides the given a) a given film belongs to a specific genre b) indicate the elements that allow the production of products to be classified as other species c) justification of what (if) supports the classification to a given species	
Work placement	Not applicable	

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